

Promo Staff Briefing Form

Client Campaign and Staff Brief



Client:	Fresh Student Living
Campaign Name:	
Locations:	
Activity:	
Staff:	
Client Background:	
Marketing Objectives:	
Key Marketing Messages:	

Competition details for on campus (if applicable)	
Competition details for online (if applicable)	

Key Competitors:	
Pitch to Participants:	
Terminology:	

Q&A (most likely to be asked by students):	
Key Areas to Target:	
Campaign Reporting:	
Feedback Criteria:	

Contact on the Day:	
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The details above will be used to create a full briefing document for BigChoice Brand Ambassadors to ensure they are fully aware of your campaign objectives and marketing requirements. Please email a completed copy of the form to marketing@bigchoicelgroup.com no later than 4 weeks before the start date of your campaign.

Contact: simon.lucey@bigchoicelgroup.com

Online Display Banners

Please supply the following 5 sizes to digital@themediapeople.london as either HTML 5 / GIF / JPEG & or Flash

Ad Unit	Dimensions / Ad sizes	Max File Size GIF / JPEG	Max File Size HTML 5 / Flash
Banner	468 x 60	40 KB	50KB
Medium Rectangle	300 x 250	40 KB	50KB
Skyscraper	120 x 600	40 KB	50KB
Wide Skyscraper	160 x 600	40 KB	50KB
Leaderboard	728 x 90	40KB	50KB

Other rich media or premium size specifications will be supplied separately if needed.

Please ensure all ads stop looping after 30 seconds

HTML 5 ClickTAG Details

- 30 second animation max
- 5 loop max
- 24 fps max video & animation frame rate

To Fetch the main Click URL insert the below code:

```
<script type="text/javascript">
function getClickUrl(name) {
    return getParameterByName('agclick_'+name) || getParameterByName(name);
}
var clickTag = getClickUrl('clickTAG') || getClickUrl('clickTag') || getClickUrl('clicktag');
var oobClickTrack = getClickUrl('oobclicktrack');
</script>
```

Flash 6 Minimum

ClickTAG specifications for ActionScript 2.0 and earlier: Must be coded with "clickTAG" as the click-through macro in all cases, including if/else statements and the use of variables.

Example:

```
on (release) {if (clickTAG.substr(0,5) == "http:") {getURL (clickTAG, "_blank"); } }
```

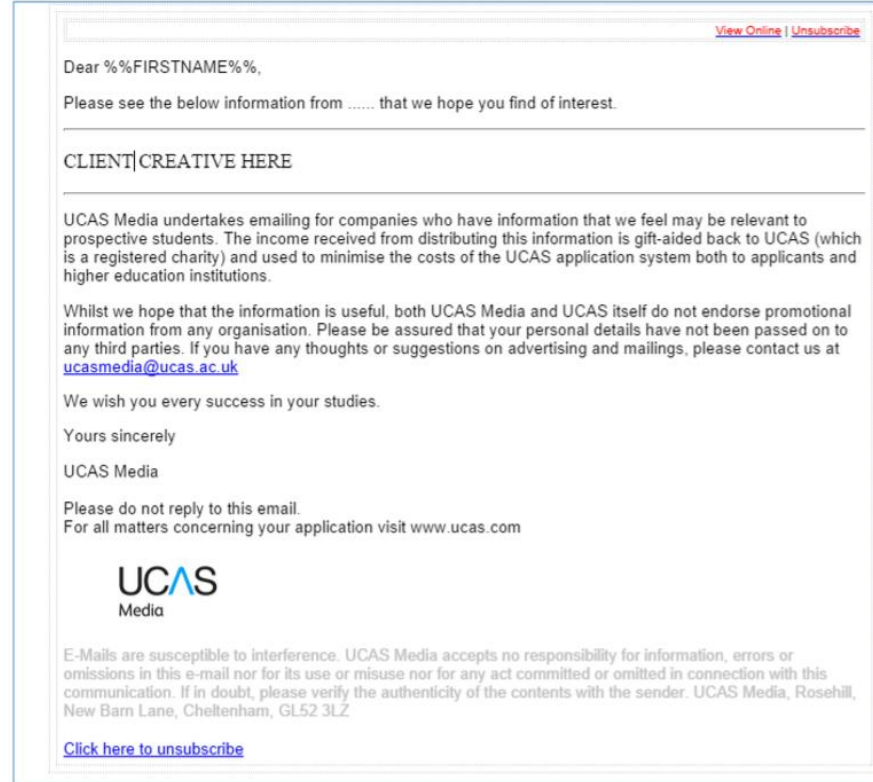
- ClickTAG specifications for ActionScript 3.0: Must be coded with "clickTAG" as the click-through macro in all

***Please check Sizmek Help Centre for latest banner specs - <https://support.sizmek.com/hc/en-us> - The Media People cannot guarantee these specs are the current Sizmek best practice.**

Creative Contact:
digital@themediapeople.london

Email Specifications:

- > When supplying HTML creative, your artwork will be placed in a template as shown below.
- > In order for us to utilize your HTML, please take a look at the checklist of 'Do's & Don'ts' in the table below entitled 'Supplying your HTML'.



Please send a list of all urls you would like to use in the emailers to digital@themediapeople.london – we will then supply you with trackable links to include within the html.

Supplying your HTML	
Please include	Don't include
✓ 600pxl wide creative	X CSS coding – Styling should all be inline
✓ Inline styling	X DIV tags
✓ A subject line	X Java Script
✓ Hosted images	X EMBED tags
✓ An email address to test to	X Attributes in the BODY tag
✓ A creative less than 75KB	X Multiple nested tables
✓ All tracking and click tags	X Canvas background images
✓ "href" attributes in conjunction with any <>/a> tags	X "Mapping and coordinate" style coding
	X Hexadecimal links on URLs

- > All adverts and their content will be subject to approval by UCAS Media. The use of tracking cookies on UCAS websites or products is prohibited.

- ✓ **Tracking and Click Tags**

Your creative must include all tracking and click tags that you require, so please ensure that these are already embedded into your coding and supplied within your creative. If you supply these separately we will be unable to add them into your HTML.

- ✓ **Images**

You must host the images within your creative yourself. Images should always be referenced by providing the full absolute image location.

See below for an example:

Correct:

Incorrect:

- ✓ **Messaging and Content**

We would not recommend the use of all image creative, as this may be flagged as spam. Please be aware that spam filters may be triggered when specific words and phrases are used in the body or subject line.

Examples of what to avoid include:

- 'Money back'
- 'Cards accepted'
- 'Removal instructions'
- 'Extra income'
- '000'
- '£'
- 'For free'
- Capitalised subject lines

Content must not contain messages or images that are (or can be perceived to be) offensive, or relating to sex, violence, drugs, gambling and alcohol. UCAS Media will not distribute content that is felt to be inappropriate for any reason (not limited to those listed), or is felt to adversely affect the UCAS Media spam score, with the final decision being made at the discretion of UCAS Media.

- ✓ **Opt Out Script**

Your creative will be sent from the relevant UCAS Media sender address, (determined by the preferred target audience) and will sit above a standard opt out message. This opt out is linked to a UCAS Media suppression list. Therefore, you are not required to provide an opt out link of your own, and we will actively remove this in order to avoid confusion from the recipient and avoid any breach of DMA guidelines.

- ✓ **Word Text Files**

Where it is impossible for the client to produce a HTML creative, we will accept copy files and a set of images. If you are supplying a copy document, please be aware that programs like Microsoft Word contain background formatting and may not allow for the 'stripped' data that you need. In addition, it is not always possible for us to match all formatting options available within a MS Word file as we are limited by the functions of our campaign software.

We would suggest providing a banner of 600w x 90h pxl as a header for your email, along with two other images that will be placed at the foot of your email with the copy placed in-between.

In case of any queries, please contact:

UCAS Media Ad Operations Team
adops@ucas.ac.uk

Spotify

Specs

Audio File:

Length:	15 or 30 seconds
File Types:	WAV, MP3
Max File Size:	1MB
Audio:	WAV - 16-bit 44.1 kHz MP3 - at least 192 kbps RMS normalized to -14 dBFS Peak normalized to -0.2 dBFS

Image File (Hosted by Spotify)

Dimensions:	640 x 640 pixels
File Types:	JPG
File Size:	200k
3rd Party Tracking:	click command and 1x1 tracking pixel only

Please send a list of all urls you would like the banner ads to click through to digital@themediapeople.london - we will then supply spotify with trackable links.

Ads For Cabs

Image size 800 x 600 px At 72dpi

Image format jpeg

Creative Contact: john.parry@adsforcabs.co.uk

Caledonian Union

Please supply:

- All-Student Email:

Please send url you would like the emailer to click through to digital@themediapeople.london - we will then supply the union with the trackable links.

All student email Image Requirements and Sizes



Format

Send image in PNG or JPG format. Image should be in RGB and 72dpi.

Content Ads

Advert L - File specifications

700px by 277px. File needs to be less than 1MB.

This advert is placed within the body section email. Up to 3 Content adverts allowed per email.

Link needs to be provided.

Advert P - File specifications

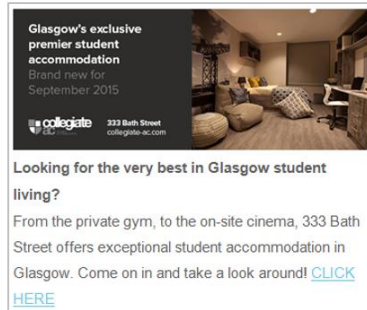
340px (width), up to 700px height. File needs to be less than 1MB.

This advert is placed within the body section email. Up to 3 Content adverts allowed per email.

Link needs to be provided.

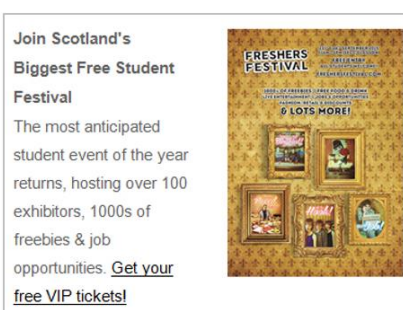
The heading text for both L and P adverts can be up to 60 characters and the content text up to 150 characters.

Example of a Content Advert L



Glasgow's exclusive premier student accommodation. Brand new for September 2015. Looking for the very best in Glasgow student living? From the private gym, to the on-site cinema, 333 Bath Street offers exceptional student accommodation in Glasgow. Come on in and take a look around! [CLICK HERE](#)

Example of a Content Advert P



Join Scotland's Biggest Free Student Festival. The most anticipated student event of the year returns, hosting over 100 exhibitors, 1000s of freebies & job opportunities. Get your free VIP tickets!

- Website Banner: Artwork should be in dimensions (728x90px at 72 dpi and can be in all standard formats e.g. gif, jpg, png) Please supply the banner to digital@themediapeople.london - we will tag the artwork for tracking and supply to the union.
- Plasma Screens: Artwork to be in jpeg (720 pixels width x 540 pixels height).

Strathclyde Union

Please send url you would like the emailer to click through to digital@themediapeople.london – we will then supply the union with the trackable links.

ARTWORK SPECS

- **FRESHERS GUIDE:** 148mm (w) x 105mm (h) landscape 150dpi pdf with 3mm bleeds & crop marks
- **STUDENT GUIDE:** 210mm x 210mm 150dpi pdf with 3mm bleeds & crop marks
- **WALL PLANNER:** 40mm x 30mm landscape at 150 DPI without crops & bleeds
- **WEB BANNER:** 900 x 100 pixels. Can be gif or medium to high jpeg. Animated ads up to 12 seconds.
- **PLASMA ADVERT:** Portrait A4 jpeg
- **WELCOME T-SHIRT SPONSOR:** Vector file, 1 spot colour, so ai. or .eps files. One colour and the artwork supplied would need to be printed full colour.
- **TELEGRAPH FULL PAGE:** a pdf file, full page advert: 264mm wide x 350mm high. Front page needs to be 200mm high to allow us to place the Telegraph masthead

The back page can be 300mm high to allow us to place a small box saying this is still your FW edition Telegraph (freshers edition only).

The insides are 264mm x 350mm (full page ads).
- **A2 POSTER:** You will need to supply the printed poster for any posters to go up in building.
- **RAILING:** 7.5m wide x 1m high
- **SPORTS MEMBERSHIP CARDS:** 85mm (w) x 55mm (h), high res pdf
- **SOCIAL MEDIA:** Text, picture, link and the name of your facebook page, should you want tagged. Twitter posts must be under 140 characters.
- **CALENDAR EVENT:** Image of 390x400 pixels, plus up to 100 words of text and link to your website
- **PLASMA SCREEN IN THE SCENE CAFÉ:** A high res portrait A4 jpeg 720PX (w) x 1280PX (h) as 1 of up to 5 adverts, rotated mon – fri.

Strathclyde Union – Page 2

- **Leaflets:** Please send A5 double sided leaflets to the below address:
 - Chris McEwan
 - University of Strathclyde Students' Association
 - Level 9, 90 John Street, Glasgow, G1 1JH
- **Foyer stall:**
 - FSL will be issued with a trestle table and chairs in the foyer at the address above and you can access this from 9am. They can't offer parking, however you can park at either Buchanan Galleries or NCP on Montrose St.
- <http://www.ncp.co.uk/search/results/?keyword=montrose+st>

Uni Of West Scotland Union

Please supply:

- AO Poster
- Need to be printed and send to the below address for one week before:
-
- Rebecca Calvert
- The Students' Association
University of the West of Scotland
The Students' Union
Storie Street
PAISLEY PA1 2HB
- TV Screens: static image, jpeg or png, 1900 x 1080 pixels, 300 dpi.

Loughborough Union

Please supply:

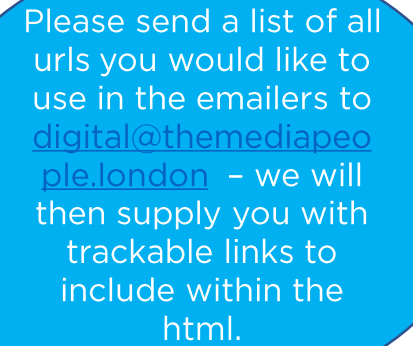
- Web Banner 468 pixels x 60 pixels GIF or JPEG

Copy contact: digital@themediapeople.london

- Poster Site - A1 size (594mm x 841mm)
- Email Newsletter - Article: image 234 px wide x 149 px high 72dpi, JPEG plus text 40 words including title, require link to a webpage

Please send posters to:

F.Sepede
Marketing Dept
Loughborough Students' Union
Union Building
Ashby Road
Loughborough
Leics
LE11 3TT



Please send a list of all urls you would like to use in the emailers to digital@themediapeople.london - we will then supply you with trackable links to include within the html.

Chester Union

Please supply:

Web banner: 330 points (W) X 340 points (H)

Emailer: We can include images/logos etc as you wish. We do not specify a word limit but as you will be aware short and snappy works best with this audience.

Accommodation Fair: The fair itself will be from 2pm-4pm on 13th based in our Small Hall. Setup will be available from around 1pm. The stall space will be one table but there should be room behind for a couple of zap stands. Two chairs will also be provided.

p.greenwood@chester.ac.uk

Copy Contact: digital@themediapeople.london

(We will then tag the copy so we can track performance and send to the union)

Liverpool Union

Please supply:

Twitter & Facebook

1 x Twitter and 1 x Facebook (with photo or link) – please provide text of 150 words (and photo OR Link) and 140 characters for twitter. For social media posts please follow the below guidance:

We automatically resize and format your photos when you add them to Facebook. To help make sure your photos appear in the highest possible quality, try these tips:

Regular Photos: 720px, 960px, 2048px (width)

If you use a 2048px photo, make sure to select the **High Quality** option when you upload it. To avoid compression when you upload your cover photo, make sure the file size is less than 100KB. Save your image as a JPEG with an sRGB colour profile.

Flyering

Please send flyers to:

FAO NADINE TAYLOR
LIVERPOOL STUDENTS UNION
JOHN FOSTER BUILDING
80-98 MOUNT PLEASANT
LIVERPOOL
L3 5UZ

Digital Screens

**Dimensions: 1920px (wide) X
1080px (high) jpeg format**

Web Banner

Dimensions: 728px (W) X
90px (H), jpeg format

Sheffield Union

Please supply:

Posters printed

1x A0 2x A1

Send to:

Dan Waddington

Head of Advertising and Sponsorship

Sheffield Students Union

Western Bank

Sheffield

S10 2TG

Digital poster

768 wide x 1365 high jpeg

Large Web Banner

728px width x 1030px height (JPEG file format) scaled down A3 format

SU Highlights

Email banner JPEG

600 wide x 110 high

Imperial College

Please supply:

All-student email

686w x 280h

Outdoor: 6 Sheet Spec

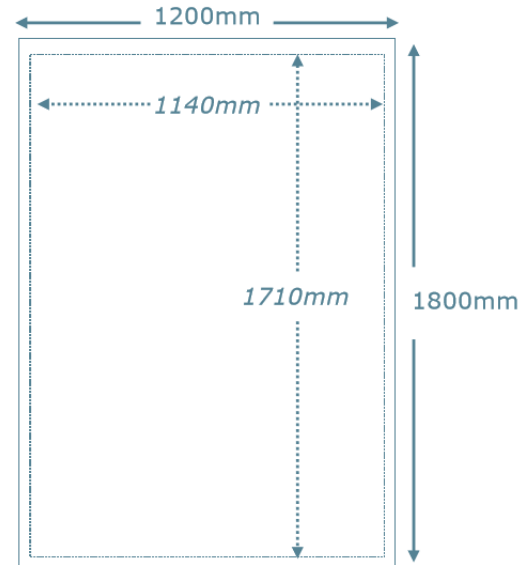
PRODUCTION GUIDELINES

6 Sheets Adshel / JCD Generic combined spec:

- **Overall Size** = 1,800mm (H) x 1,200mm (W)
- **Safe copy area** = 1,710mm (H) x 1,140mm (W)
- **Paper weight** = 115gsm min but 135gsm recommended

- ❖ Reverse printing is strongly recommended*
- ❖ Delivery deadlines- usually 5 working days before in-charge date (except Exterion).

**Reverse printing is a 'mirror image' printed on the back of the poster usually in 3 process colours.*



Outdoor: University Digital Spec



D6 SPECIFICATIONS

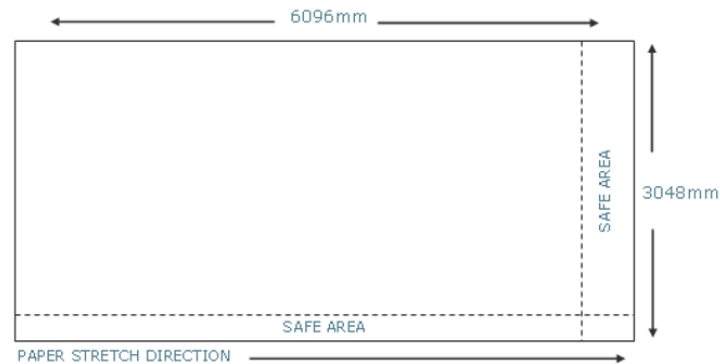
- 1080(w) x 1920(h)
- 300 dpi
- Jpeg for static creative
- MP4 for animated creative
- Maximum File Size 500MB
- 10 second slots in a 60 second loop

LD6 SPECIFICATIONS

- 1920(w) x 1080(h)
- 300 dpi
- Jpeg for static creative
- MP4 for animated creative
- Maximum file size 500MB
- 10 second slots in a 60 second loop

48 Sheet Specification

48 Sheet Artwork / Printing Specification



Finished size: 6096mm x 3048mm / Repro Size: 609.6mm x 304.8mm

Material: 115gsm blue backing paper poster

Safe Area:

All paper stretches to the right and down when wet. All text and logos should be kept 210mm from the right edge and 200mm from the base at finished size to allow for stretching, or 21mm and 20mm at repro size (see illustration).

N.B. Full-out images must still bleed to all edges.

48 Sheet Specification

Spare Posters:

We recommend a minimum of 20% for spare posters

Trimming & Finishing:

Posters must be finished to the overall size within the acceptable tolerance. All 12 sections must be printed on individual sheets, measuring 1524mm deep x 1016mm wide with additional UNPRINTED overlaps of 10mm.

TOP TILES need a 10mm rain overlap UNPRINTED on the right hand side only, except for tile 10 that has no overlap.

BOTTOM TILES need a 10mm rain overlap UNPRINTED on the top and right hand side, except for tile 12 that only needs it on the top section.

Poster Collation & Packing

Please deliver posters collated in the sequence shown in the line drawing, folded and wrapped in packages of no more than 10.

1	2	5	6	9	10
3	4	7	8	11	12

Poster Delivery

Please ensure posters are delivered at least 10 working days before in-charge.

All packages must be clearly labelled indicating the advertiser, the number of designs, the quantity of each design and the in-charge date.

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1	2	5	6	9	10
3	4	7	8	11	12

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University Digital 6 Sheets (Eighteen-24)

EIGHTEEN-24

Digital 6-Sheet Artwork Spec

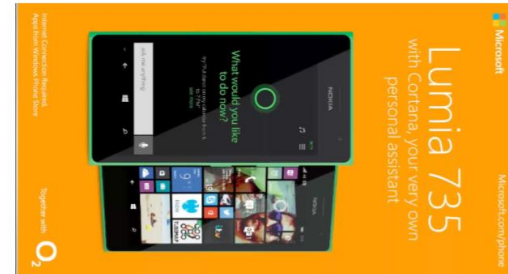
Screen Specifications

Aspect Ratio:	9:16 Portrait
Audio	Mute
Definition	1080 x 1920
Screen Size	55"
Dynamic Update	Yes over 3G/HSDPA

PLEASE NOTE: the production spec for Digital 6-Sheets is different to that for paper 6-Sheets, specifically the aspect ratio. If you plan to use the same artwork for Digital 6-Sheets as you are using for paper 6-Sheets, please modify the aspect ratio before sending us the artwork file.

Preferred File Formats

PLEASE NOTE: the content rotation specified for each file format below. The image below is an illustration of how the file rotation should be delivered ie. how the content should appear on the designers' screen:



STILL

File Type	JPG
Image Size	1080 x1920 portrait
Colour Mode	RGB
Rotation	File should be delivered in landscape with content 90° clockwise

VIDEO

Video Codec/Container	H.264/QuickTime (.MOV)
Audio Stream	Encode without audio stream (empty audio streams not supported)
Frame Rate	25 fps
Data Rate	6,000 - 8,000 kbps
File Size	<40MB
Resolution	1080 x 1920 portrait or, if at lower resolution, at the same aspect ratio to avoid blank black space above and below the content

Digital 6-Sheet Artwork Spec

FLASH

File type preferred:	.FLV or .SWF
Version:	Flash version 9 or later
Resolution:	Stage set at 1080 x 1920 portrait
Frame rate for video:	25fps
Rotation:	File should be delivered in landscape with content rotated 90° clockwise 10 seconds (unless multiple spots booked)
Duration:	– please ensure no additional frames take the file over 10 seconds by any amount at all
	IMPORTANT: Flash video should NOT be set to loop indefinitely, but have a stop command on the final frame of the main timeline. Please make sure that the main timeline has sufficient frames for the duration of the advert (250 frames for 10 seconds). This is achieved by putting the following code in the final frame of the video: stop()
Coding Notes:	<p>If the advertising content is suitable for playback as a video file, we highly recommend that you deliver it as a .MOV file (H.264/QuickTime) that meets the artwork spec above. Flash files should primarily be provided for advertising content that needs to be dynamically updated.</p> <p>Our system is powered by low energy PCs, so please ensure all images and objects within the flash file have been resized appropriately. Avoid using transitions and alpha fading using full screen images. Heavy use of ActionScript and sprite animation is not recommended, as it can cause the playback of the content to slow down.</p> <p>If your content uses ActionScript and sprite animation, the lead-time before we can display the content will become longer. This is because we need to test the performance of complex Flash content in order to ensure playback is acceptable. Content delivered as .MOV files will not need to be tested to the same degree.</p> <p>Additional advice for designing Flash content is provided below.</p> <p>Other file formats may be permitted subject to prior approval by Redbus.</p>

BACKGROUND COLOUR SCHEME

PLEASE NOTE:	Please note that white colours can display extremely brightly on our screens, and therefore adverts with large amounts of white space can appear overly bright for the environment many of our panels are in. We recommend that you avoid having large amounts of white space in your ad content.
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Digital 6-Sheet Artwork Spec

SENDING ARTWORK FILES TO REDBUS

There are 3 options:

1. Email file to artwork@redbusmedia.com or contact Redbus operations on 020 3773 6484
2. Provide Redbus with login details for your FTP server so we can download the file from there; or
3. Request login details for the Redbus FTP server so you can upload the file to there.

ADVANCED FLASH DESIGN

PLEASE NOTE:

In addition to the guidance below, we have separate, additional instructions for creating dynamically updating Flash content. These instructions are available on request.

Graphics and Animation:

Because the Flash Player is better suited to rendering vector as opposed to bitmap images, animating large bitmaps should be avoided, particularly if they fill the stage area. Bitmaps can be used as still backgrounds, and cross-fading using alpha channel tweens is supported. But complex motion / fading animations should be avoided. The animations work best if the animated graphics are vector based. If bitmaps are to be used, try avoiding large 24bit PNG files with alpha transparencies tweening over the top of other bitmaps.

Text:

When adding text to the movie, remember: KEEP IT BIG. These screens are viewed from a distance, and often at a glance. So the information should be kept bite-sized and as large as possible. Animating the text elements is a good way to add appeal, particularly if they are in vector format.

Optimising Graphics for Flash:

When dealing with image files within Flash, be sure to "compress" your files and scale to the correct dimensions. Avoid re-scaling images within flash. This can be achieved in programs such as Adobe Image Ready® or in Adobe Photoshop® by using the option File – Save for Web.

Note:

Use* .gif for flat colour with or without Transparency (non-anti-alias).

Use * .jpeg for photos and beware of noise (artefacts) in images.

Use * .png for full colour with an alpha channel. (The best image quality but at a higher file size.)

Digital 6-Sheet Artwork Spec

SENDING ARTWORK FILES TO REDBUS

Video Content:

When dealing with video within flash use Adobe Media Encoder (provided with Adobe Flash) to convert to FLV, please embed this FLV within the final SWF file (DO NOT externally link). Please also be mindful of file size when using video, as all content is published remotely.

Designing Content:

Be careful not to fade between large images, this affects the play rate of Flash files (and ultimately the duration and quality of the content). Keep graphics to half or quarter of the available size of the stage or screen size. Use masks over images for transitions; animate vector shapes for smoother animation. Use Fonts or EPS outlines instead of bitmaps for logos. Try to get the original font for ease of use.

Be creative with your images. Remember this is an animated Digital sign, not television. Use "simple vector shapes" and reduce bitmaps to grey scale, or keep colours to a monotone or a simpler palette range. If you want your Digital Signs images to be effective, then think; "bold, simple, by using colour in bold ways and reuse vector objects to give complexity yet create more interest and desire". NB: Remember Adobe Flash Player® is a real-time player and should be treated as streaming content, streaming live though software. Care and attention on your behalf will make for better content on this platform.

A3 Poster Specification

A3 POSTER SPECIFICATIONS

ADMEDIATM

Paper size: 420 x 297mm (A3) portrait.
Bleed: 426 x 303mm to allow for trim variances
Safe copy area: 395 x 270mm
Resolution: 300 dpi or greater is recommended
Paper: 170gsm coated paper

Approval

ALL COPY MUST BE APPROVED BY ADMEDIA PRIOR TO PRINTING.

Please email using either a jpeg or pdf proof of your design to creatives@admedia.co.uk

Artwork Format

The preferred format is a print ready PDF – please ensure that fonts are outlined/converted to paths and that colours are set as spot or CMYK process.

If the artwork is to be supplied in any other format, please ensure that fonts are outlined/converted or supplied. All files must be Mac and PC compatible.

Supply of Artwork files

Artwork can be supplied in a number of ways:

1. Send your artwork by email (maximum 10mb) to creatives@admedia.co.uk
2. When lead-time permits, artwork can be sent on CD to our office:
Production, Admedia, 320 Regent Street, W1B 3BE
3. Send Artwork larger than 10mb via file transfer sites such as:
Wetransfer: www.wetransfer.com,
Mediafire: www.mediafire.com,
You Send It: www.yousendit.com or similar.
Please notify us at creatives@admedia.co.uk once you've uploaded

Spare Posters

All production work require spares to be supplied, usually 2 copies will be sufficient.
Please contact a member of the operations team for the exact quantity.

Proofs to be supplied

Supplying a hard copy proof is optional, however it is required when colour matching is important.
Admedia is not responsible for any colour variations that may occur when a proof is not provided.

Please Note:

If 'Direct Response Tear-Offs' have been booked with the A3 campaign, or 'Direct Response Business Cards' it is essential that you consult the 'Direct response SPECS' or 'Direct Response Business Cards' document before designing the A3 poster. The pads are fitted onto the A3 poster and therefore have to be incorporated into the A3 creative.

If any further questions or queries, please contact Phil Diamond on 0207 927 7108, or e-mail PhilDiamond@admedia.co.uk

Street Talk Phone Boxes

JCDecaux Innovate

: Artwork Requirements Phone Box

General

Please ensure artwork is supplied in line with our specification below. Artwork received that is not in line with our specifications may be subject to additional charges. Printers can not be held responsible for print errors which have occurred as a result of artwork being supplied incorrectly.

Preferred Artwork Origination (PDFs)

We try to focus our customers to use high res PDFs which enables our printers to almost instantaneously check & proof the artwork which results in unprecedented efficiency. Our system can automatically email the sender a PDF proof or link for approval within minutes of the artwork arriving.

To ensure that our system can read the incoming file correctly, please ensure that your high res PDFs are properly formatted with a readable trim box. To achieve this set your document up in Quark, Illustrator or InDesign to the finished size as requirements below or download the phone box templates at : <http://www.iponet.co.uk/template/phoneboxspecs.zip>
All templates are supplied at 25% of finished size.

Our automated pre-press system will split the artwork up and ensure that your design lines up on the finished phone box.

Artwork Set-Up

All artwork must be supplied at a quarter size, see below.

Requirement : KX100 / KX30 / F1 / W1
Document size : 178.5mm x 451mm = scale 1:4

Requirement : KX100+ / F1+ / W1+
Document size : 164mm x 443.5mm = scale 1:4

Please note that W1 and W1+ DO NOT have a Darvic Bar.

If no Darvic is required place the top and bottom artwork within the template leaving the darvic area blank.

Images must be supplied in CMYK. Any pantone colours will be produced using CMYK and will be matched as closely as possible.

Proofs/Matchprints

Matchprint/Cromalin proofs are high quality proofs used by professionals to match the final printed image to. We will match to either of these using Fogra39L colour space.

If any artwork is sent without a proof/matchprints we can not be held responsible for any colour variances, we will match the colour to our studio monitors.

Image Resolution

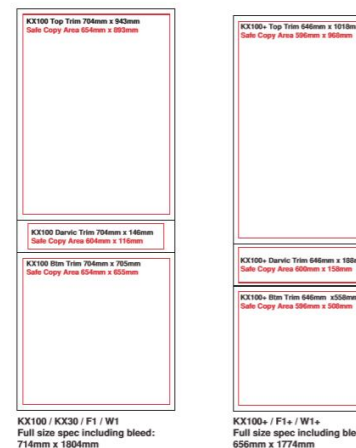
Please ensure that all images are supplied at a minimum of 100dpi at full size.

Submitting your files

Artwork should be uploaded to the hublink supplied (if supplying more than one artwork please zip the PDF files). Alternatively please liaise with your JCDecaux contact for FTP, email or address details.

Phone Box Template Link

<http://www.iponet.co.uk/template/phoneboxspecs.zip>



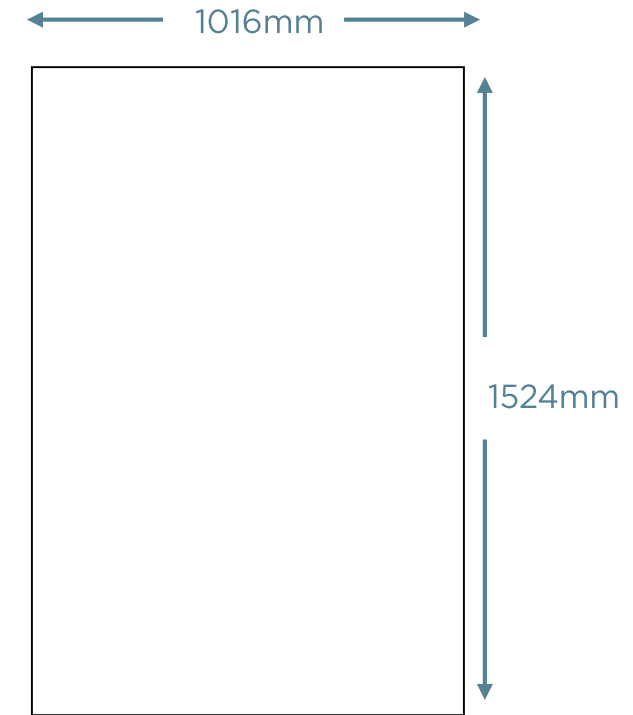
4 Sheet Specification

Panel Area:

1524mm deep x 1016mm wide

Safe Area:

1444mm deep x 936mm wide (all copy must be bled to edges)



4 Sheet Specification

If supplying printed posters:

Spare Posters:

We recommend supplying at least an additional 20% in terms of spare posters.

Material:

130 gsm Paper - reverse printing is strongly recommended as most panels are back illuminated.

Trimming & Finishing:

Posters must be finished to the overall size within the acceptable tolerance.

Poster Delivery

Please ensure posters are delivered at least 10 working days before in-charge and that all packages are clearly labelled with the following: Open Outdoor / Client Name / Campaign Name / Number of Designs / Design Split / In-Charge Date.

For quantities of 50 and under please ensure posters are supplied 'French folded' & wrapped in poster paper.

For quantities of over 50 please deliver flat on pallets.

Please do not supply posters rolled & in tubes.

Failure to deliver posters on time or correctly labelled posters may result in late posting and additional posting fees.

The poster delivery addresses should be supplied with your booking confirmation, if you haven't received the delivery address details please contact a member of the Open team on 020 7851 7590.

Kingston Rail 6 Sheet

Technical Specifications

Static Content

ONLY Format: JPEG
Size: w1080 x h1920 pixels
Rotation: Portrait**
Colour Model: RGB

Motion Content

Format: QuickTime .MOV
Size: w1080 x h1920 pixels
Rotation: Portrait**
File Size: 30MB or less
Encoding: H264
Frame Rate: 25fps
Data Rate: 8mbits/sec or less
Length: 5 secs

File Naming Convention

Campaign_RAILD6_LiveDate
(YYMMDD)

Submitting Copy

Please send copy as an attachment or downloadable link to:
digitaldelivery@jcdecaux.co.uk

Copy Supply Deadline

Please supply copy 5 working days in advance of live date

Rail D6 are portrait 65" HD screens located in prime thoroughfare and concourse locations nationally



**Content Submission

Content Loop

Content to be rotated -90 degrees

